

Building successful & sustainable sports portfolios

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EVP & Chief Sports Officer

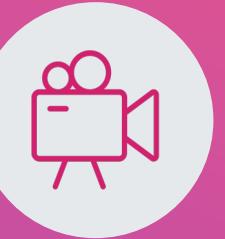


Building portfolios & executing on production



AAA-rights

Unique
Seasonal
Regularity
Volume
Fan base
High quality



Production

Look/feel
Studios
Graphics
Pre-productions
Shared experts/facilities
Local studios

Three Pillar Strategy



Football



Motorsport



Local

Poland



Football



Motorsport



KSW –
the local element



Biggest D2C-sales driver
1/3 of all D2C-sales in 2022

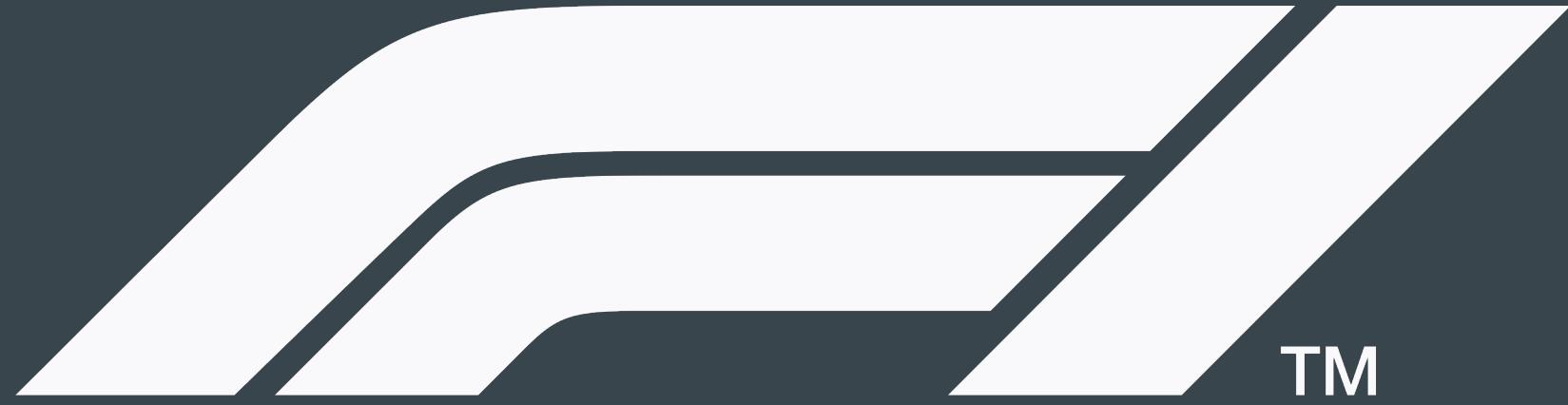
Core properties

9 countries



Premier
League

10 countries from '23



PL, production



PL, Viewing, Viaplay – 12 rounds



Unique users:
1.420.000



Viewed minutes:
1,97 bn minutes
(1388 min/user)



2843 min/user
32 matches per user
in **12 rounds**

Avg of Top 25 viewed
matches entire
21/22 season



Index 100

Avg of Top 25 on
Viacast after 12 rounds

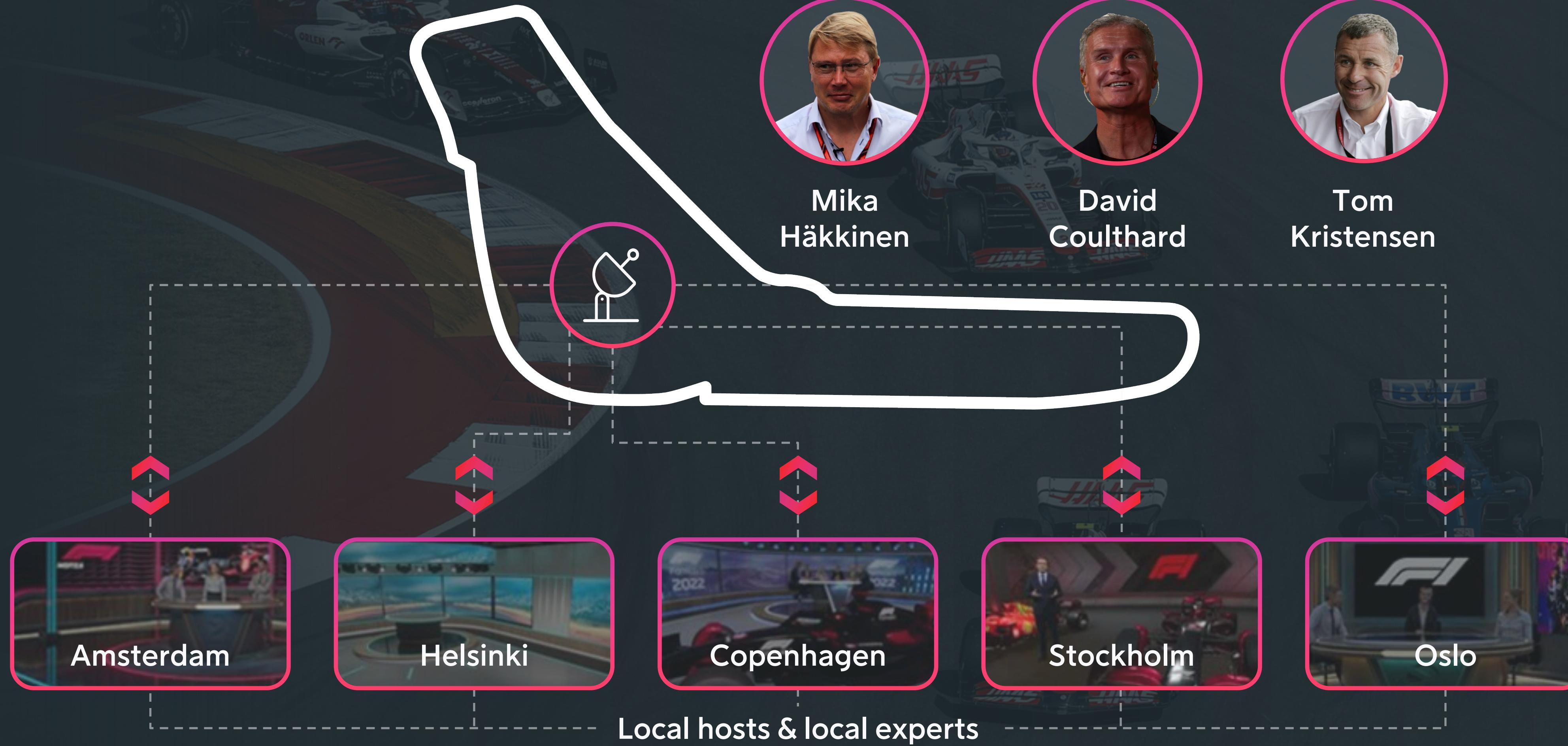


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Paul Molnar, PL



F1-production



F1, Viewing, Viaplay – YTD



Unique users:
1.648.00



Viewed minutes:
4,19 bn minutes
(2542 min/user)



3186 min/unique
53h/unique



1925 min/unique
32h/unique



1640 min/unique
27h/unique



1234 min/unique
21h/unique



1183 min/unique
20h/unique

Ian Holmes

F1



Max Verstappen



Raymond Vermeulen



Erling Haaland



Next up – UK



UEFA
NATIONS
LEAGUE™

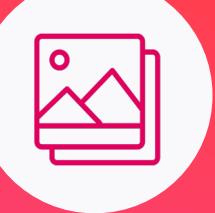


EUROPEAN
QUALIFIERS



URC
UNITED RUGBY
CHAMPIONSHIP

Key takeaways



Portfolio in place

1



Unique
partnerships
with key partners

2



Massive
viewing /
OTT
outperforming
linear

3



Pan
productions

4



Unique
partnerships
with ambassadors

5